RFM Summary

|	Avg Recency (days)	Avg Frequency	Avg Monetary Value
	2	84	$25.77K

	rfm_score_label ▲	customer_id
1.	Bronze	73
2.	Gold	247
3.	Platinum	350
4.	Silver	330

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|	rfm_label	recency	frequency ▾	monetary
1.	Less Recent, High Repurchaser, Low Spender	507	14,393	$4,184,934
2.	Less Recent, High Repurchaser, Top Spender	507	14,293	$4,347,751
3.	Most Recent, High Repurchaser, Medium Spender	161	12,961	$4,083,961
4.	Most Recent, High Repurchaser, High Spender	157	12,329	$4,000,768
5.	Most Recent, High Repurchaser, Top Spender	96	9,216	$3,168,315

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Recency Distribution
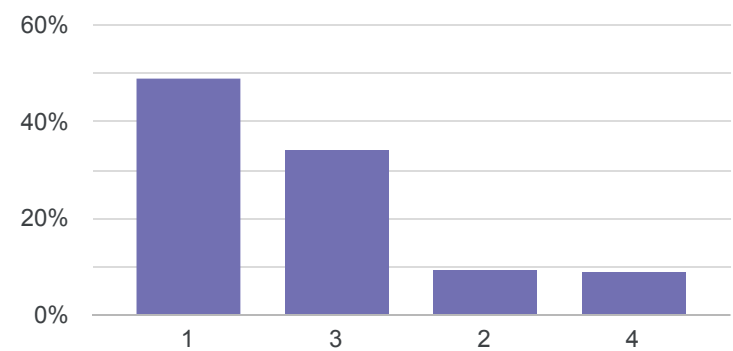
Frequency Distribution
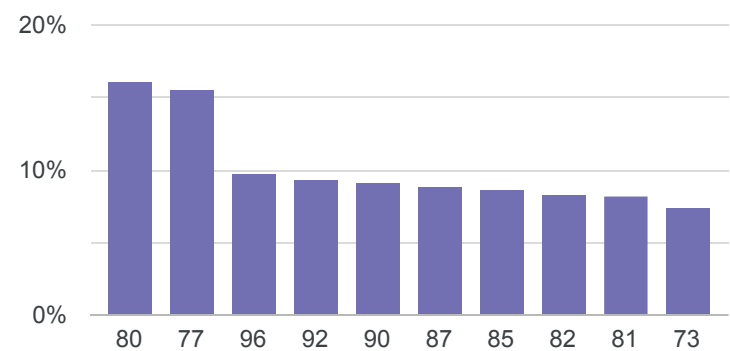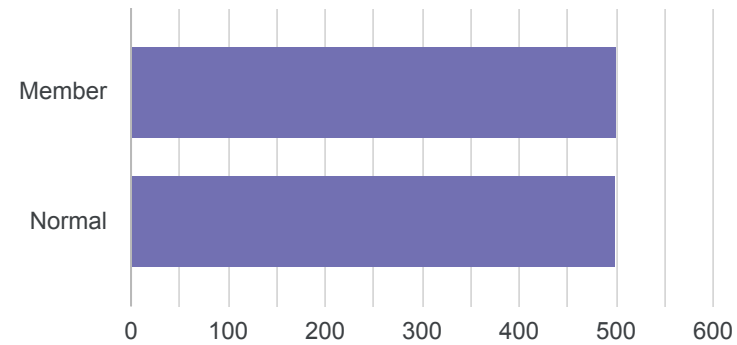

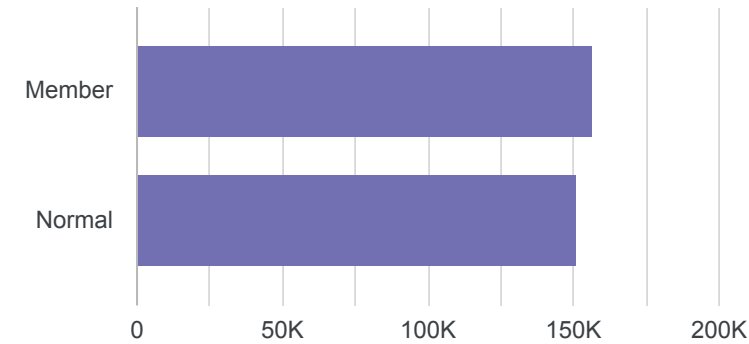## Monetary Value Distribution
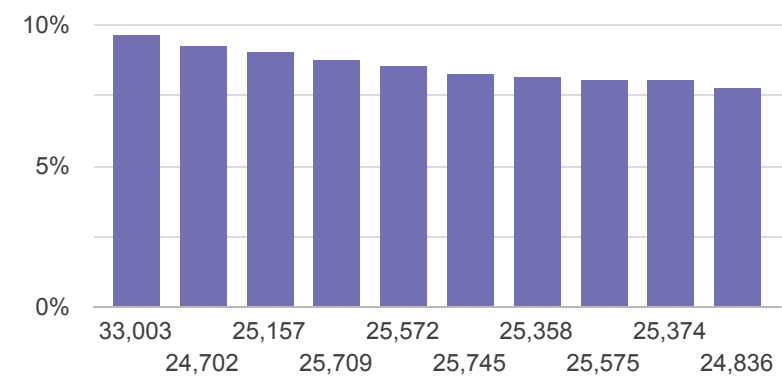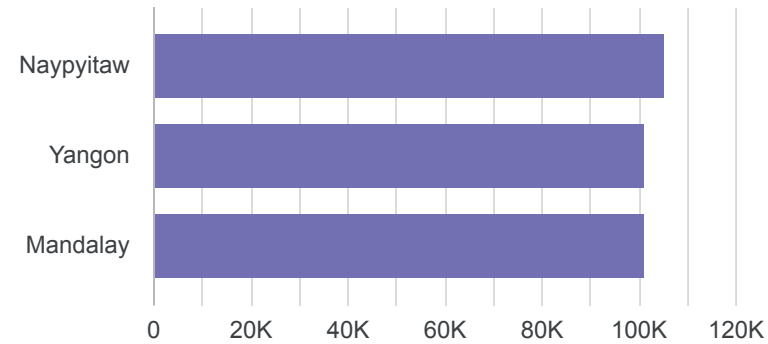
Customer Profile

Count of City
3
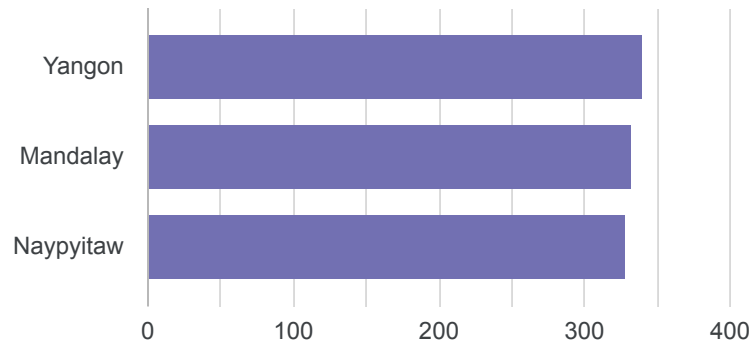
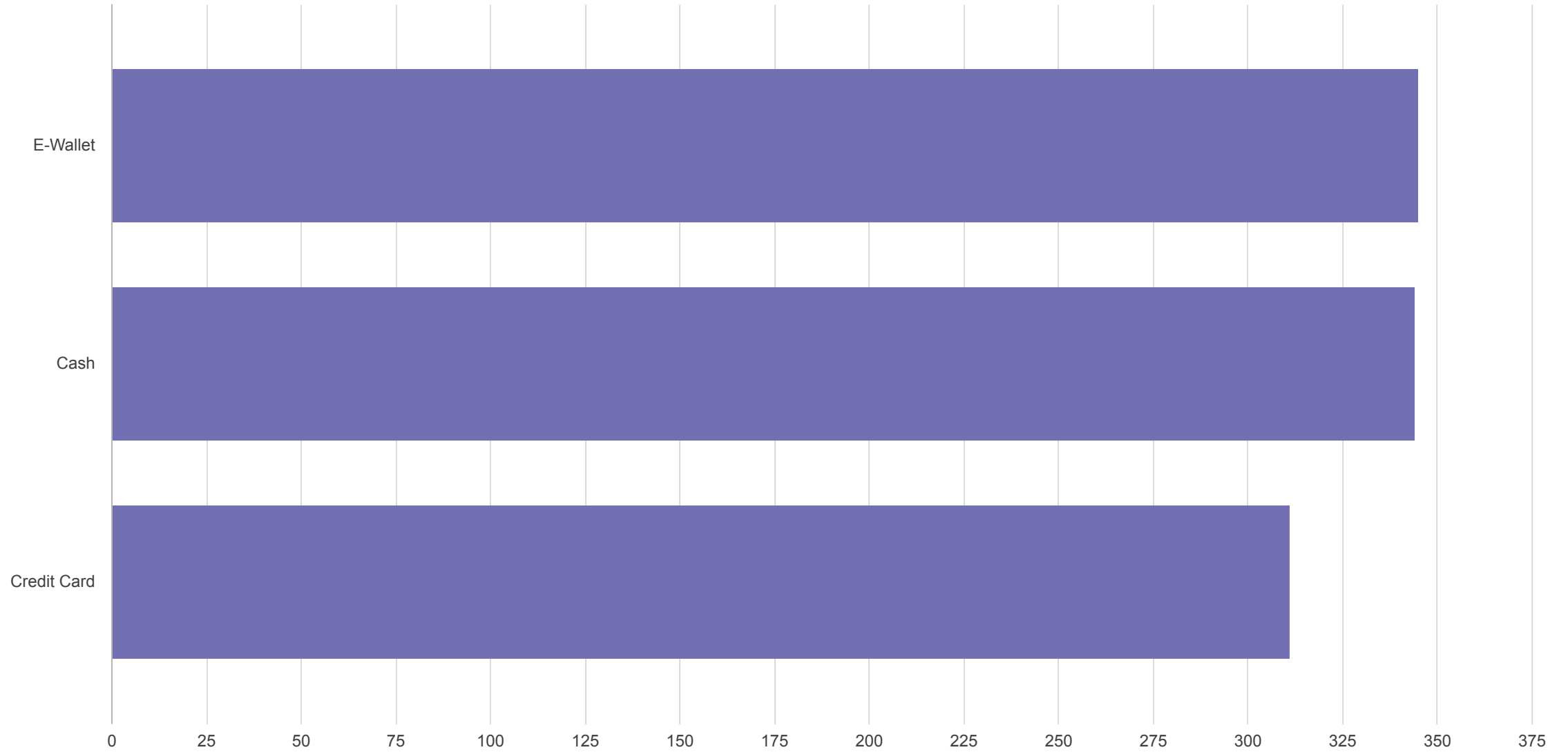## Count of Customer Type
2
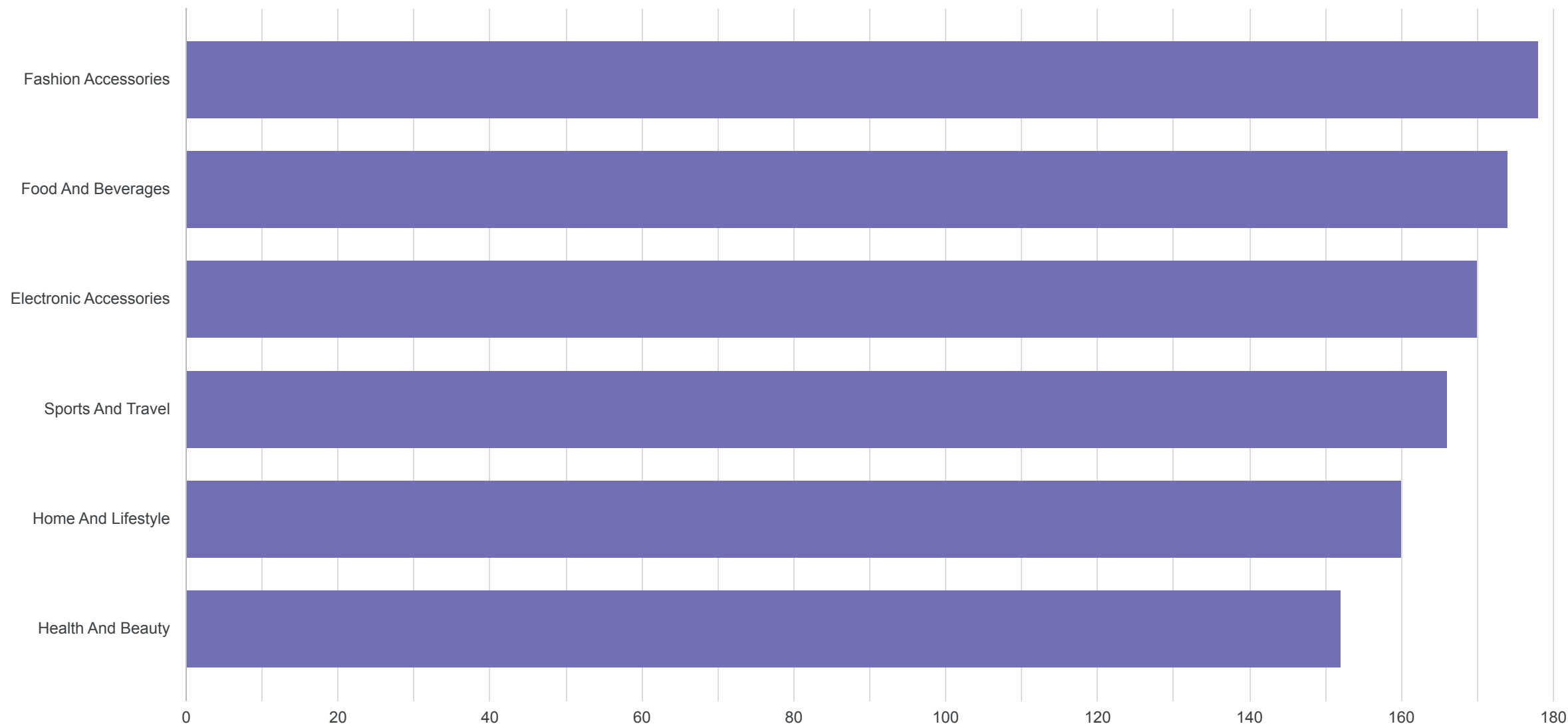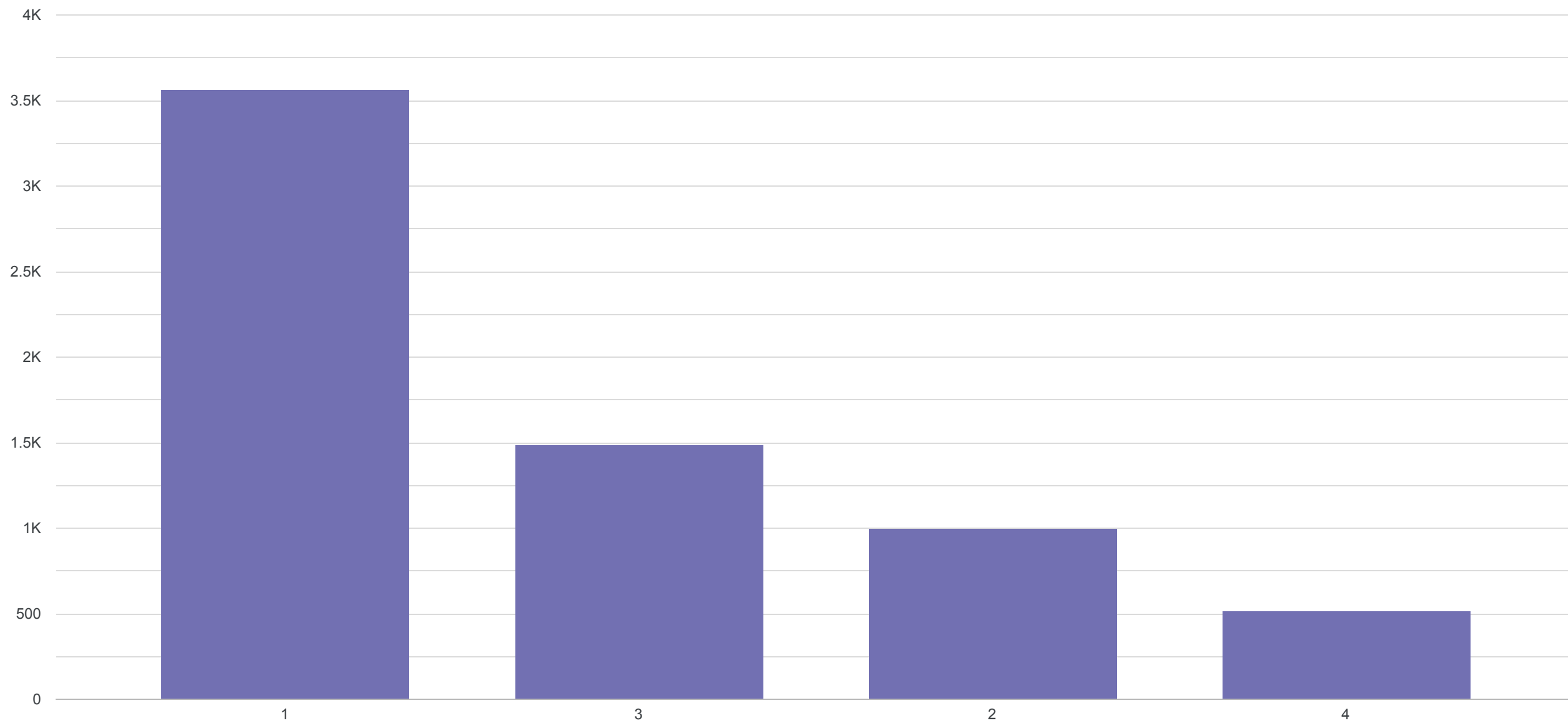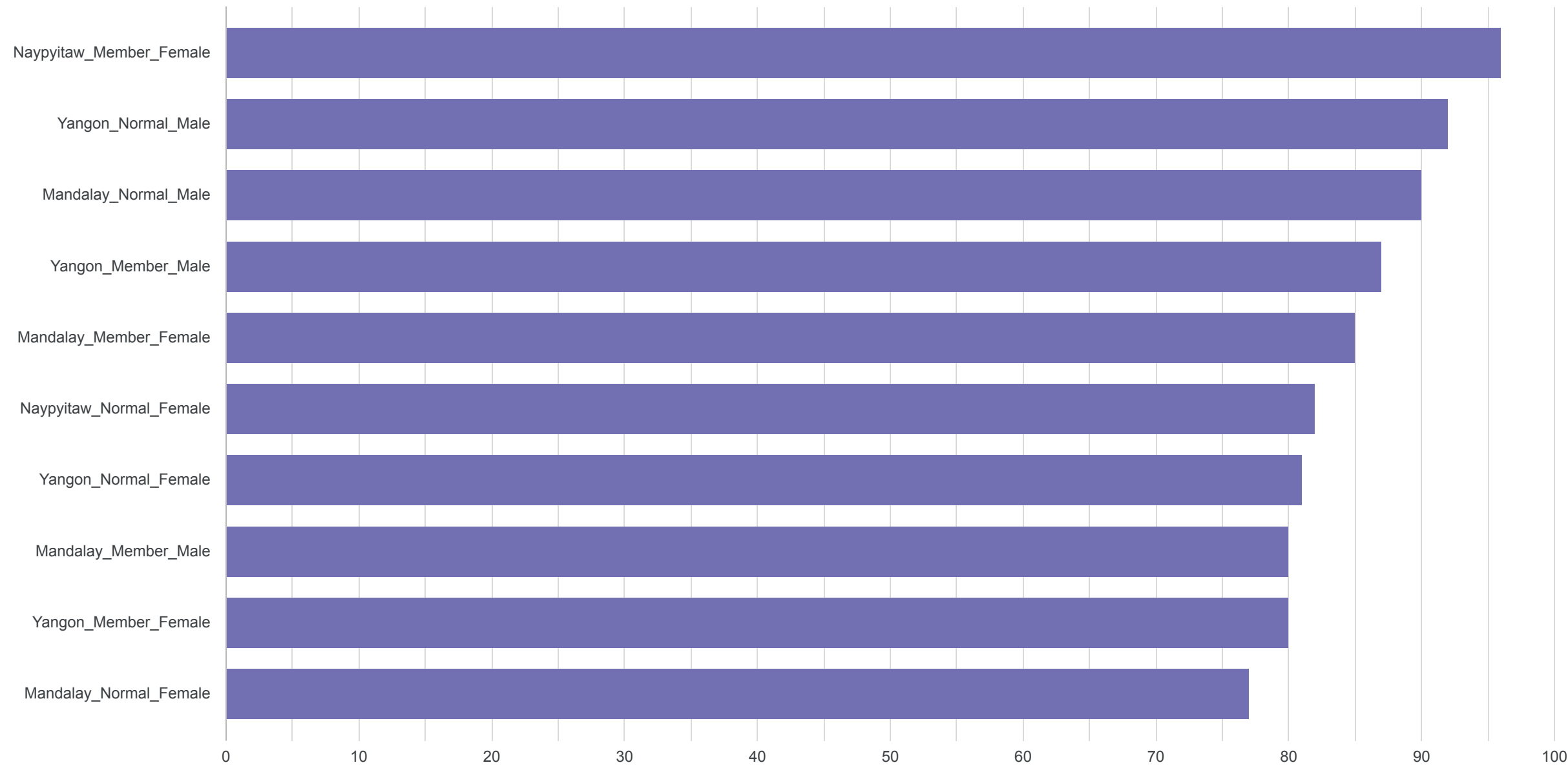
Count of Gender
2
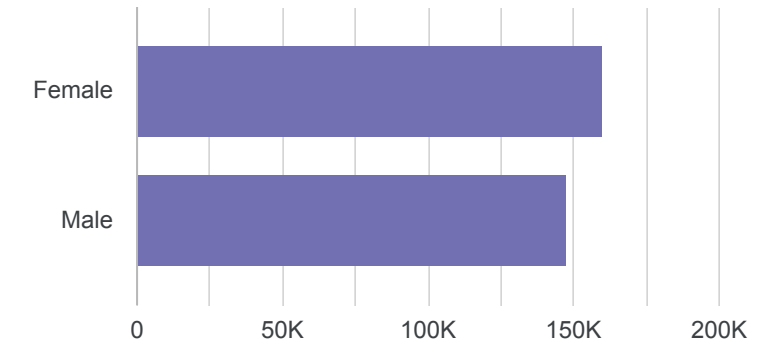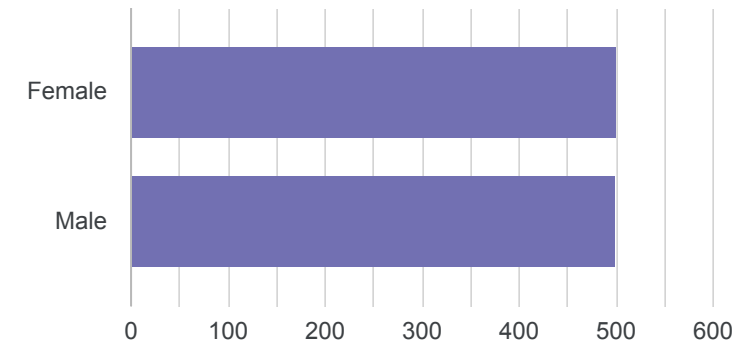
Payment Profile

Product Profile

Recency Analysis

Frequency Analysis

Monetary Analysis